

# Velocity Growth

## Week 5: Finding your initial customers

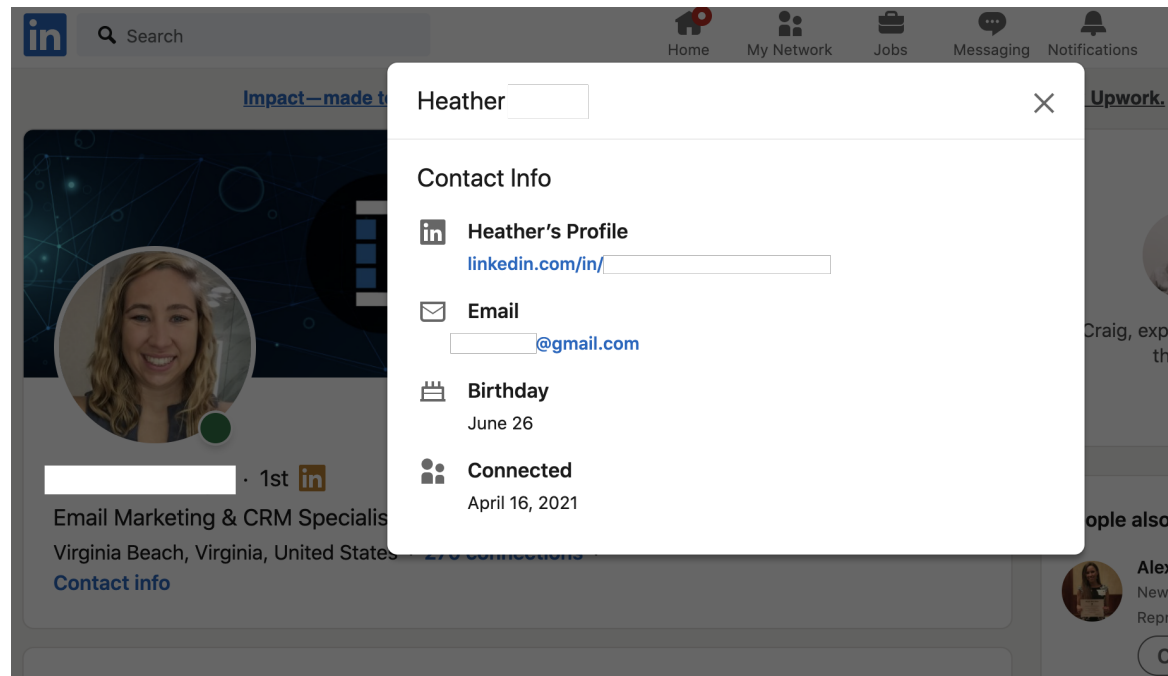
Craig Zingerline

# Today's agenda

- Finding leads
- Cleaning lists, prepping for outreach
- Outreach templates
- Other tools

# LinkedIn - classic

Get email address  
from most 1st degree  
connections 1 by 1.



# LinkedIn - Sales Navigator

Slightly faster on Sales Navigator 1 by 1

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are filter panels for Keywords, Filters (4), Custom Lists, Past Lead and Account Activity, Geography (United States), Relationship (1st Degree Connections), Company, Industry, Company headcount (11-50, 51-200), Seniority level, and Function. The main area displays search results with a summary bar at the top: 17 Total results, 2 Changed jobs in past 90 days, 4 Posted on LinkedIn in past 30 days, and 2 Share experiences with you. The results list includes three profiles: an Email Marketing Manager at SHOEBACCA.COM, a Growth Email Marketing Manager at Embroker, and an Email Marketing Specialist at Super Dispatch.

The screenshot shows the detailed profile of Katarina, an Email Marketing Manager at SHOEBACCA.COM. Her profile includes a bio: "Experienced Digital Marketing Manager with a demonstrated history of working in the apparel, luxury, and fashion industry. Skilled in Email Marketing, Social Media Marketing, Ado...see more". She is located in Dallas, Texas, United States, has 500+ connections, and 3 shared connections. Her current role is Email Marketing Manager at SHOEBACCA.COM (3 months ago). Her previous roles include Digital Marketing Assistant Manager at Haggar Clothing Co. (2 yrs 10 mos) and Digital Advertising Specialist at Friendemic (less than a year). She has a degree from The University of Texas at Dallas (2011-2013). The right sidebar shows options to Save, Message, and Add manager, along with reports to and contact information for Katarina (Kat), including her email and website.

# Phantombuster for Automations



Phantoms ▾ Knowledge ▾ Dashboard

59m37s

Craig ⋮

Bill monthly  Bill annually

Save 8%



Free Forever

\$0

per month

10min per day ⓘ

1 Phantom slot ⓘ



Growth Hacker

\$30

per month

1h per day ⓘ

5 Phantom slots ⓘ

✓ Your plan

Cancel...

MOST POPULAR



Business

\$70

per month

3h per day ⓘ

10 Phantom slots ⓘ

Select



Enterprise

\$200

per month

10h per day ⓘ

20 Phantom slots ⓘ

Select



Premium

\$900

per month

60h per day ⓘ

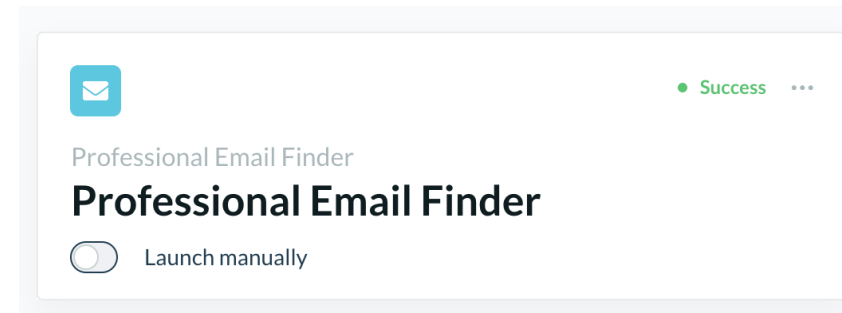
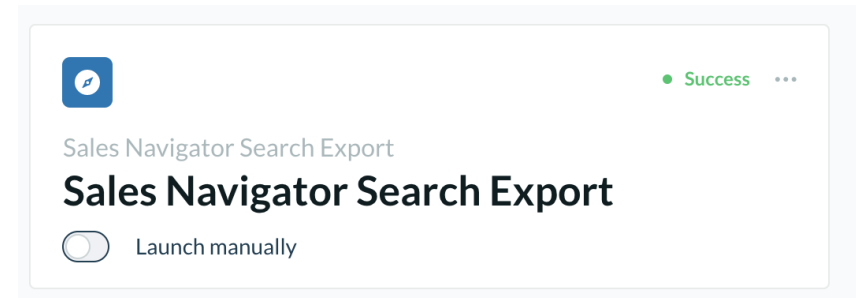
40 Phantom slots ⓘ

Select



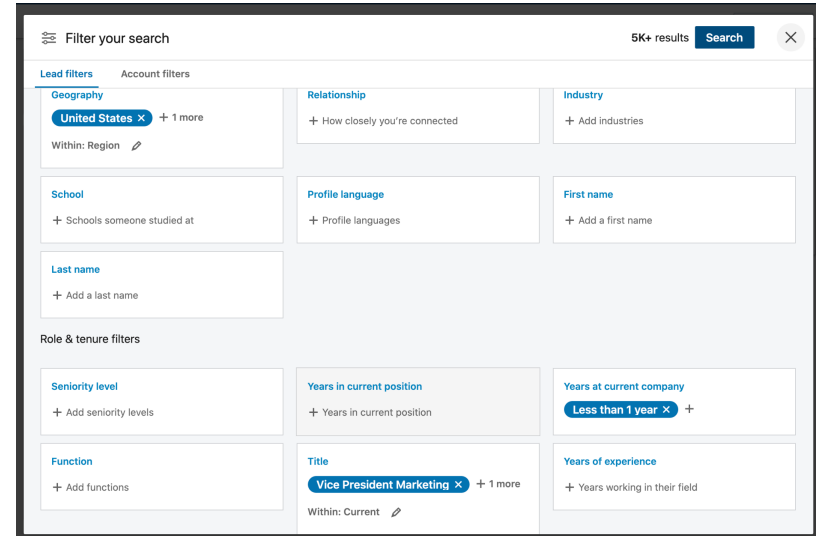
# Sales Navigator + Phantombuster

1. **Create lead list in Sales Navigator (LinkedIn)**
2. Export using Sales Navigator Export (Phantombuster)
3. Professional Email Finder (Phantombuster)



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## Sales Navigator Search Export

Connect to Sales Navigator

**Searches to scrape**

Behavior

Settings

### Searches to scrape

Here you must provide a list of Sales Navigator searches you want to scrape.

#### Sales Navigator search terms\*

Must be either:

- a Google Spreadsheet URL.
- a CSV URL (make sure your file is publicly available).
- a single Sales Navigator search URL.

`https://www.linkedin.com/sales/lists/people/6786388658476998658?sortCriteria=CREATED_T`

[> Spreadsheet settings](#)

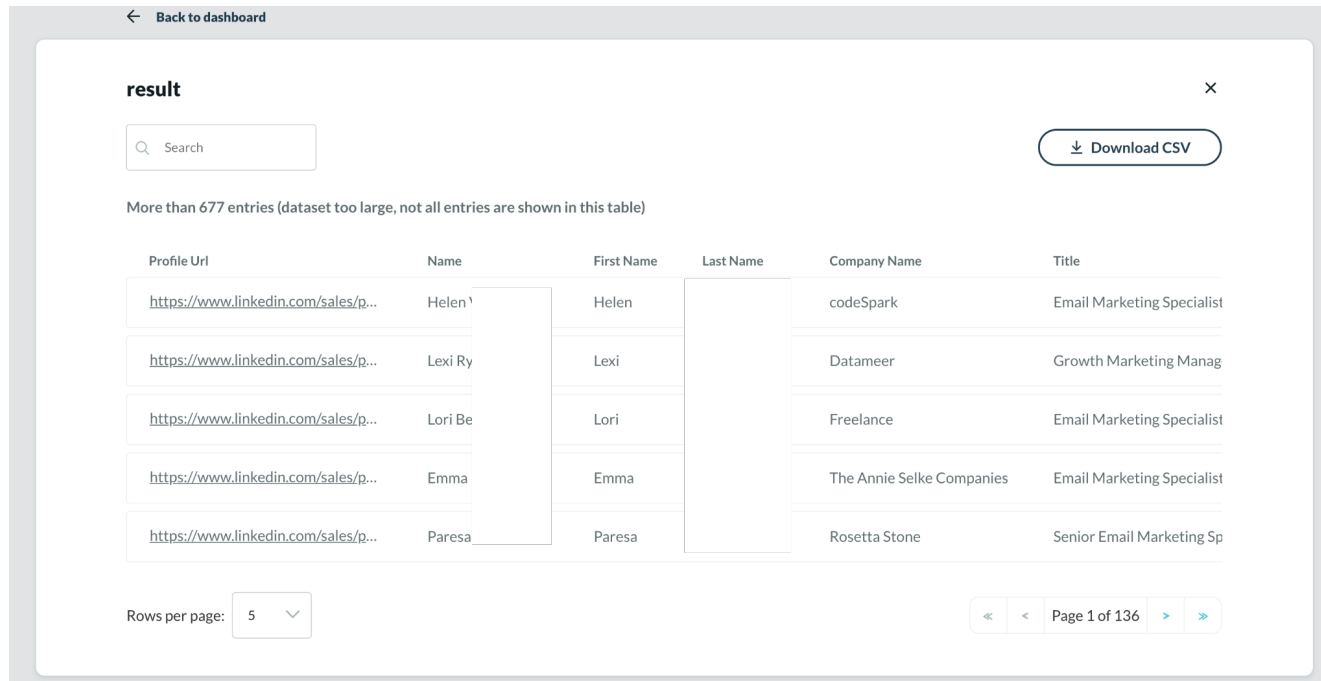
← Back

Save →



# Sales Navigator + Phantombuster

1. Create lead list in Sales Navigator (LinkedIn)
- 2. Export using Sales Navigator Export (Phantombuster)**
3. Professional Email Finder (Phantombuster)



← Back to dashboard

**result** ×

Search Download CSV

More than 677 entries (dataset too large, not all entries are shown in this table)

Profile Url	Name	First Name	Last Name	Company Name	Title
<a href="https://www.linkedin.com/sales/p...">https://www.linkedin.com/sales/p...</a>	Helen \	Helen		codeSpark	Email Marketing Specialist
<a href="https://www.linkedin.com/sales/p...">https://www.linkedin.com/sales/p...</a>	Lexi Ry	Lexi		Datameer	Growth Marketing Manag
<a href="https://www.linkedin.com/sales/p...">https://www.linkedin.com/sales/p...</a>	Lori Be	Lori		Freelance	Email Marketing Specialist
<a href="https://www.linkedin.com/sales/p...">https://www.linkedin.com/sales/p...</a>	Emma	Emma		The Annie Selke Companies	Email Marketing Specialist
<a href="https://www.linkedin.com/sales/p...">https://www.linkedin.com/sales/p...</a>	Paresa	Paresa		Rosetta Stone	Senior Email Marketing Sp

Rows per page: 5 ⌵ « < Page 1 of 136 > »

# Sales Navigator + Phantombuster

1. Create lead list in Sales Navigator (LinkedIn)
2. Export using Sales Navigator Export (Phantombuster)
- 3. Professional Email Finder (Phantombuster)**

The screenshot shows the Phantombuster Professional Email Finder interface. On the left is a sidebar with a menu: 'Professional Email Finder' (with an envelope icon and three dots), 'Profiles to process' (highlighted in blue), 'Behavior', 'Email discovery', and 'Settings'. The main area is titled 'Profiles to process' and contains the following elements:

- A heading 'Profiles to process' followed by the instruction: 'Here you must provide a list of profiles you want to process.'
- A label 'Spreadsheet URL\*' with an information icon. Below it, the text 'Must be either:' is followed by two bullet points:
  - a Google Spreadsheet URL.
  - a CSV URL (make sure your file is publicly available).
- Two buttons: a light grey button with a link icon labeled 'A URL' and a dark blue button with a ghost icon labeled 'My Phantoms'.
- A dropdown menu showing 'Sales Navigator Search Export (Sales Navigator Search Export) - result.csv' with a downward arrow.
- A link '> Spreadsheet settings'.
- A teal 'Save →' button.

# Sales Navigator + Phantombuster + Hunter

## Set up Hunter.io account

### Pricing

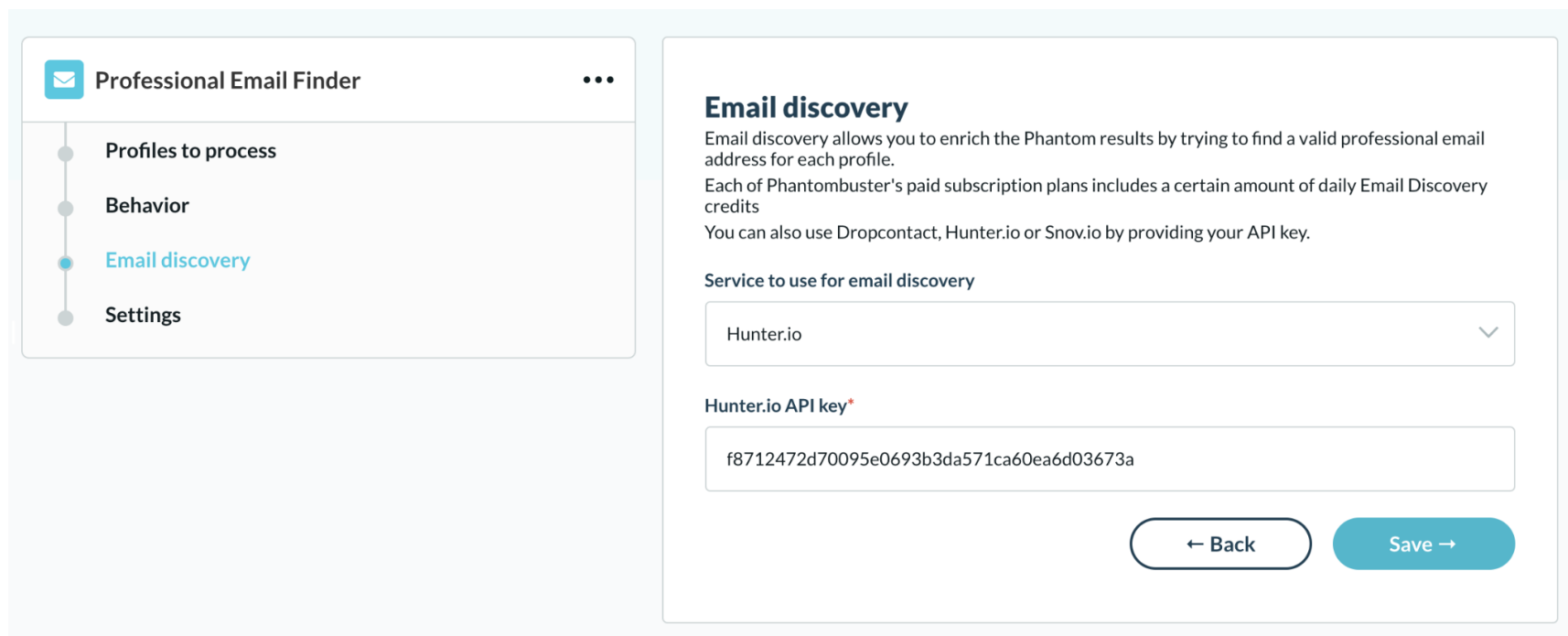
Monthly

Yearly (save 30%)

	Free	Starter	Growth	Pro	Enterprise
	\$0 /mo	\$49 /mo Billed monthly	\$99 /mo Billed monthly	\$199 /mo Billed monthly	\$399 /mo Billed monthly
Searches per month <sup>?</sup>	25	500	2,500	10,000	30,000
Verifications per month <sup>?</sup>	50	1,000	5,000	20,000	60,000
<b>Premium features</b> Access the full product with any paid plan.	×	<ul style="list-style-type: none"><li>✓ Domain Search full results and exports <sup>?</sup></li><li>✓ Campaigns premium features <sup>?</sup></li><li>✓ Priority support</li></ul>			
<b>Get started</b> Start using Hunter today, upgrade when ready.	Sign up today and get 25 free requests/month. <a href="#">Create a free account</a>				

# Run the script

Set up Professional Email Finder (Phantombuster) to integrate with Hunter, run script, iterate over this as needed to pull emails. Be mindful of rate limits (80/day).



The screenshot shows the 'Professional Email Finder' settings page. On the left is a sidebar with a menu containing 'Profiles to process', 'Behavior', 'Email discovery' (highlighted in blue), and 'Settings'. The main content area is titled 'Email discovery' and contains the following text: 'Email discovery allows you to enrich the Phantom results by trying to find a valid professional email address for each profile. Each of Phantombuster's paid subscription plans includes a certain amount of daily Email Discovery credits. You can also use Dropcontact, Hunter.io or Snov.io by providing your API key.' Below this text is a dropdown menu labeled 'Service to use for email discovery' with 'Hunter.io' selected. Underneath is a text input field labeled 'Hunter.io API key\*' containing the value 'f8712472d70095e0693b3da571ca60ea6d03673a'. At the bottom right are two buttons: '← Back' and 'Save →'.

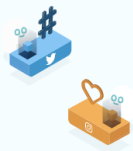
# Download the email list

## Files

Download all

Automate your work by chaining your Phantoms

Use the  button to chain your Phantoms dynamically.



 result.csv



	M	N	O	P	Q	R	S	T	U	V	
1	company	pastcompany	connectionde	profileimage	sharedconne	vmid	ispremium	query	timestamp	emailFromHunter	s
2	On Softv	https://www	2nd	https://medi		1 ACwAAAXX	FALSE	https://www	2021-04-24T16:12:52.143Z	spark.com	
3	hp	https://www	2nd	https://medi		0 ACwAAAI80r	TRUE	https://www	2021-04-24T16:12:52.143Z		
4	ago Com	https://www	2nd	https://medi		4 ACwAAACrG	TRUE	https://www	2021-04-24T16:12:52.143Z		
5	iredale	https://www	3rd	https://medi		0 ACwAABI9Vz	FALSE	https://www	2021-04-24T16:12:52.143Z	annieselke.com	
6	etta Ston	https://www	2nd	https://medi		0 ACwAAAmsj	TRUE	https://www	2021-04-24T16:12:52.143Z	@rosettastone.com	
7	biCBD	https://www	2nd	https://medi		5 ACwAABtxJh	FALSE	https://www	2021-04-24T16:12:52.143Z	@chowbus.com	
8	N67FIFTIETH		2nd	https://medi		3 ACwAAALRD	FALSE	https://www	2021-04-24T16:12:52.143Z	esignandconsulting.com	
9	ny  Renke	https://www	2nd	https://medi		1 ACwAAAUHc	FALSE	https://www	2021-04-24T16:12:52.143Z		

# List scrub

Scrub the list for bad / old emails. I currently use Zerobounce.

The screenshot displays the Zerobounce pricing interface. At the top, there are two options: 'Pay-As-You-Go' (selected) and 'Monthly'. Below this, a question asks 'How many emails do you have?' with a text input field containing '100'. A note states 'Our minimum purchase size is 2,000 credits'. A slider below the input field is set to '0 per email'. The total price is shown as '\$0.00' with the text 'YOUR TOTAL' above it. A yellow button says 'Get Started Free'. At the bottom, it says 'Sign up and get 100 free monthly validations'. To the right, a 'Pay-As-You-Go Rates' table lists email ranges and their corresponding prices per email. Below the table, an 'Enterprise' section is visible, mentioning 'over 3,000,000' emails and a 'Contact us' link.

Pay-As-You-Go  Monthly

How many emails do you have?

100

Our minimum purchase size is 2,000 credits

0 per email

YOUR TOTAL

**\$0.00**

[Get Started Free](#)

Sign up and get 100 free monthly validations

### Pay-As-You-Go Rates

Emails	Price per email
up to 100	FREE
from 2,000	\$0.008
from 5,000	\$0.0078
from 10,000	\$0.0065
from 100,000	\$0.0039
from 250,000	\$0.003
from 500,000	\$0.0022
from 1,000,000	\$0.001755
from 2,000,000	\$0.001525

### Enterprise

over 3,000,000 [Contact us](#)

[Learn more about Enterprise pricing >](#)

1. Import to Hunter
2. Create email(s)
3. Send

Bulks **Leads** Campaigns

### Import to my leads

Destination list  
Email Mktg Spec 11-200 emp.

Upload a file (CSV or TXT)  
Your file must use commas or semicolons as column delimiters.  
To be valid, your rows must contain at least an email column.

```
1 First name, Last name, Email
2 Jeff, Weiner, jweiner@linkedj
3 Brian, Halligan, bhalligan@ht
4 Ryan, Hoover, ryan@producthur
5 Eoghan, McCab Le, eoghan@inter
```

Select a file

**Import**

- Duplicate and invalid leads won't be imported.
- You can import up to 100,000 leads per file. Additional rows will be skipped.
- Some special or unexpected characters may be deleted in the file.

### Select the columns in your file

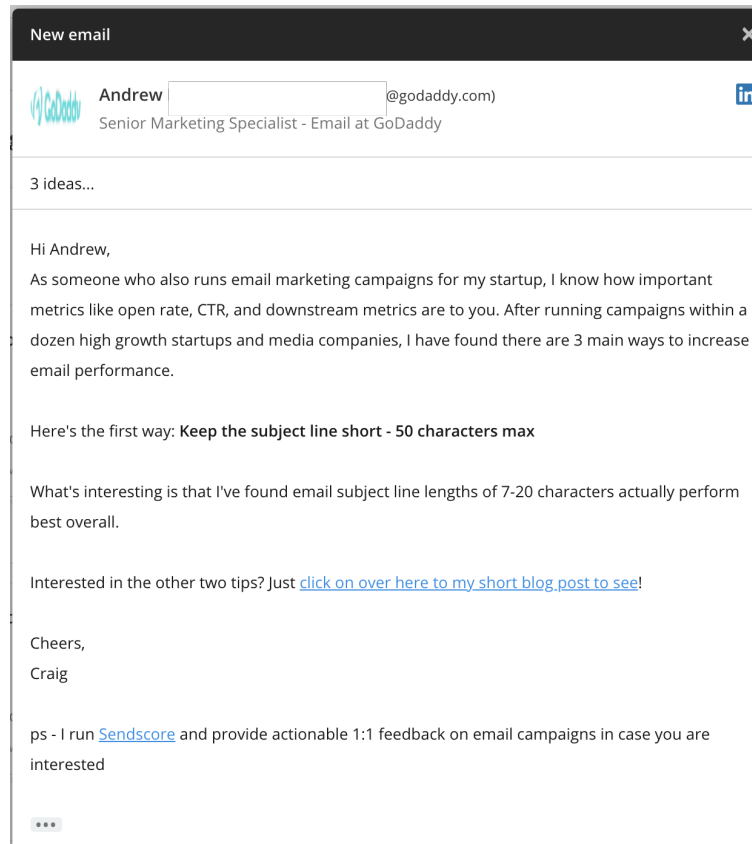
▼ [ ] Email (required) ▼ [ ] [ ] [ ]

iplet?	2021-04-24T16:12:52.143Z	helen@codespark.com	98	helen@codespark.com	n
iplet?	2021-04-24T16:12:52.143Z				
iplet?	2021-04-24T16:12:52.143Z				
iplet?	2021-04-24T16:12:52.143Z	edonfried@annieselke.com			cc

The first row is for the headers

**Start the import** Delete

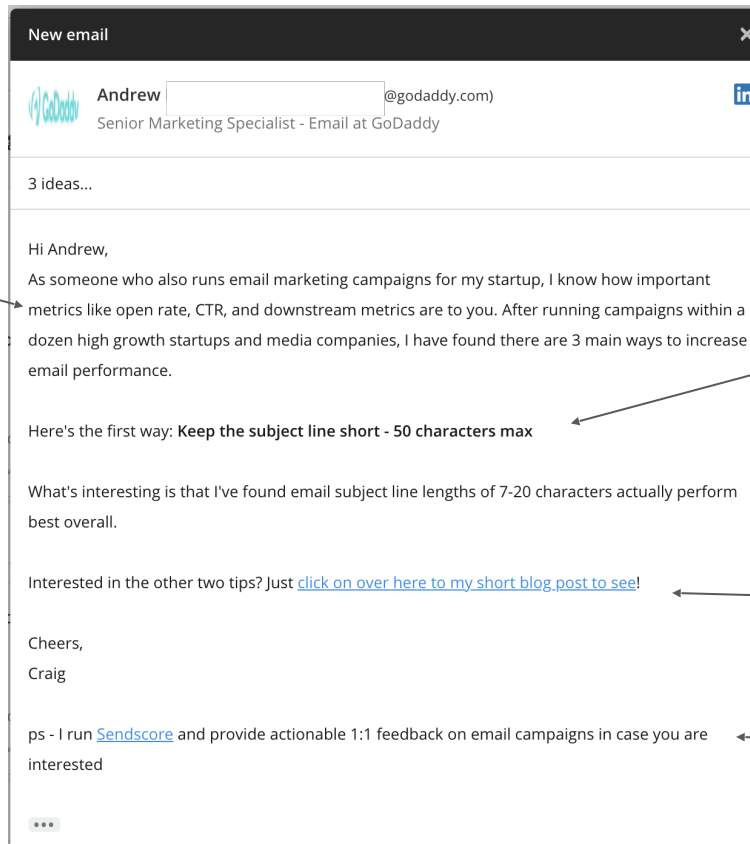
1. Import to Hunter
- 2. Create email(s)**
3. Send





1. Import to Hunter
- 2. Create email(s)**
3. Send

Persona problem fit



"Free" value

Hook

Hook

# Conversion point

I am using my blog as the teaser landing page.

## Email marketing campaign best practices

Email marketing campaign best practices often are learned on the fly by email marketers as they work in high pressure environments where performance of email has a material impact on the company bottom line.

In my time as an email marketer within companies such as Growth University, Sandboxx, Red Tricycle, Upside Travel and as an email performance optimization expert on projects for large B2C and B2B clients (that I can't name as they don't love the public knowing they outsource some of their email work...) I've sent well over 100 million emails to lists as large as 1.5 million members.

I regularly see open rates of 40%+ and CTRs of 10%+. Need proof? Here's a screenshot of a recent *non-personalized* drip campaign I ran.

This is the 1st through 5th out of 17 emails in a sequence. The overall open rates were around 50% and CTRs around 10%. And this formed the basis of growth for my startup in the early days since it converted so well.



# Email template 1

3 ideas...

Hi {{first\_name:"there"}},

As someone who also runs email marketing campaigns for my startup, I know how important metrics like open rate, CTR, and downstream metrics are to you. After running campaigns within a dozen high growth startups and media companies, I have found there are 3 main ways to increase email performance.

Here's the first way: **Keep the subject line short - 50 characters max**

What's interesting is that I've found email subject line lengths of 7-20 characters actually perform best overall.

Interested in the other two tips? Just [click on over here to my short blog post to see!](#)

Cheers,

Craig

ps - I run [Sendscore](#) and provide actionable 1:1 feedback on email campaigns in case you are interested



[Click here](#) if you don't want to hear from me again.

# Email template 2

Follow up after  if no reply

Select a template...

Send myself a test email

## Email campaign best practice - tip 2

Hi {{first\_name:"there"}}

Did you do any testing with your subject lines since my last email? Let me know how it went if so!

I mentioned before that there are 3 main ways to improve email performance metrics. The 2nd tip I have for you is to give away just enough value to engage the user, but leave the long form content to a post-click page or video.

[I wrote about this in detail here.](#)

Interested in the 3rd tip? Just reply back to me and I'll send your way.

Cheers,

Craig

ps - I run [Sendscore](#) and provide actionable 1:1 feedback on email campaigns in case you are interested

...

[Click here](#) if you don't want to hear from me again.

# Email template 3

Follow up after  if no reply

Select a template...

This is it!

Hi {{first\_name:"there"}}

Hope you're getting some ideas from my quick emails here. The 3rd tip I have to increase email performance for campaigns is this: If you can personalize your email that's best, but if you can't, conversational tone likely will work best.

Read more about what [I wrote on this subject here.](#)

If you like these ideas, you likely will love [SendScore](#), where I provide actionable 1:1 feedback on email campaigns.

Cheers,  
Craig

...

[Click here](#) if you don't want to hear from me again.

# Tools

 **OCTOPUS**

 **leadIQ**

 **Outreach**

 **Mixmax**

 **SalesLoft**

 **hunter**



 **HubSpot**  
Sales Hub

**Woodpecker**<sup>®</sup>

 **Prospect.io**

*leadfeeder*

 **Velocity  
Growth**

Thanks!